

## EMPLOYMENT HISTORY

**Lecturer in Marketing • 2006 – Present**  
**Durham University Business School, UK**

- Teaching –MA, MBA, DBA
- Director, DBA Programmes (China)
- Research and PhD supervisions in the area of consumer psychology, digital and social marketing

**P/T Seminar Leader • 2004 – 2006**  
**Durham Business School, UK**

- Seminars in research methods and statistics, MBA programme

**P/T Editorial Assistant • 2004 – 2006**  
**Journal of Management Studies**

- General processing of journal submissions and reviewer liaison

**Marketing & Business Development Manager • 2001 – 2002**  
**VIA Technologies Inc, Shanghai, PRC****Managing Director • 1997 – 2001**  
**PC Expert Technologies****Marketing Manager • 1995 – 1997**  
**Electronics Trade Union, Shanghai, PRC****Accounts Manager • 1993 – 1995**  
**American Pacific Electronics Inc, Shanghai, PRC****Company Accountant • 1991 – 1993**  
**BAO Steel Group, Shanghai, PRC**

## EDUCATION

**Durham Business School, UK • 2003 – 2006**

PhD in Economics

Thesis: *“Intellectual Property Theft and Illicit Consumer Behaviour: A Psychology of Counterfeit Buying”*

Examiners: Prof Gordon Foxall (Cardiff), Prof Daniel Read (Warwick)

**Durham Business School, UK • 2002 – 2003**

Master of Business Administration

Dissertation: *“Multichannel Consumer Behaviour in the Retail Music Industry: The Roles of Personality Factors and Situational Variables”*

#### PROFESSIONAL MEMBERSHIPS

- British Academy of Management
- International Association of Applied Psychology
- Society for Consumer Psychology
- European Academy of Marketing
- Academy Marketing Science

#### EXTERNAL ROLES

- Member of the UK Consumer Behaviour Analysis Group, Cardiff University
- British Academy of Management, Retail and Marketing Special Interest Group
- Teaching of core module on joint Masters programme with the European Business School, Germany
- Visiting Scholar at Fudan University, China
- Reviewer for various journals and funding bodies
- External examiner for PhD

#### RESEARCH INTERESTS

- Illicit consumption practices and abnormal consumer behaviour
- Applications of behaviour analysis in commercial and social marketing contexts
- Cross-cultural and comparative research methodologies
- Situational and environmental determinants of consumer choice
- Impulse buying behavior
- Digital Marketing and social media strategy
- Relationship Marketing

#### RESEARCH OUTPUTS

##### ***Punlications in International Journals***

Doukas, A. J., Guo, J.M., Lam, H.Y.T. & Xiao, S.H. (Forthcoming), 'Media Endorsements and Stock Returns: Evidence from the Announcement of New Products'. *European Financial Management*

Xiao, S.H. & Nicholson, M (2012). A Multi-Disciplinary Cognitive-Behavioural Framework of Impulse Buying: A Systematic Review of the Literature. *International Journal of Management Review*, 26 JUN 2012 DOI: 10.1111/j.1468-2370.2012.00345.x

Alshurideh, M., Nicholson, M. & Xiao, S.H.(2012). The Effect of Previous Experience on Mobile Subscribers' Repeat Purchase Behaviour. *European Journal of Social Sciences*, 30(3), 366-376.

Xiao, S.H. & Nicholson, M (2011). Mapping Impulse Buying: A Behaviour Analysis Framework for Services Marketing. *Service Industry Journal*, 31(15), 2515-2528

Nicholson, M., & Xiao, S. H. (2011) Consumer Behaviour Analysis and Social Marketing Practice. *Service Industry Journal*, 31(15), 2529-2542

Xiao, S.H. & Nicholson, M (2011). Situational Variations in Consumers' Consideration of Non-deceptive Counterfeits. *Service Industry Journal*, 31(15), 2617-2631

Nicholson, M., & Xiao, S. H. (2010). On the Evolutionary Bases of Consumer Reinforcement. *Journal of Organisational Behaviour Management*, 30(2), 127-144.

Xiao, S. H., & Nicholson, M. (2010). Trick or Treat? An Examination of Marketing Relationships in a Nondeceptive Counterfeit Market. *Journal of Organizational Behaviour Management*, 30(3), 247-270.

Xiao, S.H. (2008), 'Trick or Treat? An examination of relationships in a non-deceptive counterfeit marketplace', *DBS Working Paper Series*.

Nicholson, M. & Xiao, S.H. (2007), 'Darwin's Ghost: Evolutionary Psychology and Consumer Behaviour Analysis', *DBS Working Paper Series*.

### ***Work in Progress***

Xiao, S.H., Yermekbayeva, D., & Nicholson, M., 'Digital by Default: The Role of Context Variety in the Use of Mobile Advertising Service' was submitted for European Journal of Marketing, in the process of R&R

Blut, M., Xiao, S.H. & Iyer, G., 'Can Impulse Buying Be Influenced By Retailers? – A Meta-Analytic Review' , *Journal of Retailing*, under review

### ***Books, Chapters and Monographs***

Nicholson, M. & Xiao, S. H., (2012). On the Evolutionary Bases of Consumer Reinforcement. In D.A. Hantula and V.K. Wells (eds). *Consumer Behaviour Analysis: A Rational Approach to Consumer Choice*. New York: Routledge

Xiao, S. H., & Nicholson, M. (2012). Trick or Treat? An Examination of Marketing Relationships in a Nondeceptive Counterfeit Market. In D.A. Hantula and V.K. Wells (eds). *Consumer Behaviour Analysis: A Rational Approach to Consumer Choice*. New York: Routledge

### ***International Conferences Processing & Presentations***

Xiao, S.H., Iyer, G. & Nicholson, M. (2013, June), Impulsivity and Impulse Buying: A Cross-National Examination presented at the EMAC 2013 Conference, ITU in Istanbul, Turkey

Obeidat, Z.M.U. & Xiao, S.H. (2013, June), Online Consumer Revenge: Forms & Cause presented at the EMAC 2013 Conference, ITU in Istanbul, Turkey

Defty, M., Xiao, S. H. & Iyer, G. (2013, May), The Influence of Buyer Attitudes on the Organization's Green Buying Paper presented at 2013 Academy of Marketing Science Annual Conference, Monterey Bay, California.US

Xiao, S. H., & Yermekbayeva, D. (2012, June), Opt-in Choice of Mobile Advertising: The Role of Usage Context Paper presented at The Academy of Marketing Annual Conference 2012, University of Southampton, Southampton, UK

Xiao, S. H. & Nicholson, M. (2012, December), The Role of Impulsivity in Impulse Purchasing Decision Making - A Cross-Culture Comparison" Advertising and Consumer Psychology (ACP) Conference 2012 December. NanYang Technological University, Singapore

Yermekbayeva, D., & Xiao, S.H. (2011, May), An investigation of determinants of opt-in mobile advertising choice behaviour, the 40th EMAC Annual Conference, Ljubljana, Slovenia, May 2011

Xiao, S. H., & Nicholson, M (2010, April), Situational variations in consumers' consideration of non-deceptive counterfeits, *2nd CBAR International Symposium*, Cardiff, UK, April 2010

Nicholson, M., & Xiao, S.H. (2010, April), Marketing Primary Health Service: A behavioural perspective, *2nd CBAR International Symposium*, Cardiff, UK, April 2010

Xiao, S. H., & Nicholson, M (2010, April), Mapping Impulse Buying: An integrative framework for marketing and consumer research, *2nd CBAR International Symposium*, Cardiff, UK, April 2010

Xiao, S. H., & Nicholson, M (2010, September), Understanding the role of impulsivity in impulse buying: a Chinese adaptation of the UPPS impulse behavior scale', *British Academy of Management Conference*, Sheffield, UK, September 2010

Xiao, S.H. & Nicholson, M. (2009). "Consumer Behaviour Towards Counterfeit Goods – A Situational Perspective". British Academy of Management Conference, Brighton, UK.

Xiao, S.H., Newman, A.J. & Nicholson, M. (2009). "A Critical Review of impulse Purchasing and its Measurement". Spring Conference of the Marketing Management Association, Chicago, USA.

Xiao, S.H. & Nicholson, M. (2009). "Social Marketing – Contributions from Behavioural Economics". International Symposium on Social Marketing and Behavioural Change, Durham University, UK.

Nicholson, M. & Xiao, S.H. (2009). "Social Marketing – An Evolutionary Perspective". International Symposium on Social Marketing and Behavioural Change, Durham University, UK.

Xiao, S. H., & Nicholson, M. (2007). "Trick or Treat? An Examination of Marketing Relationships in a Non-deceptive Counterfeit Market in China". 5th International Conference on Business, Economics, Management and Marketing, ATINER, Athens, Greece.

Nicholson, M. & Xiao, S.H. (2007), 'Consumer Channel Choice as an Operant Process'. 5th International Conference on Business, Economics, Management and Marketing, ATINER, Athens, Greece.

Nicholson, M. & Xiao, S.H. (2007), 'Evolutionary Psychology and the Behavioural Perspective Model'. 1st International Symposium on Consumer Behaviour Analysis, Cardiff, UK.

Xiao, S.H. & Nicholson, M. (2007), 'Luxury for the Masses: An Exploratory Study on New Luxury Brands Consumption in China'. 3rd Annual Colloquium of the Academy of Marketing's Brand, Corporate Identity and Reputation Special Interest Group, Brunel University, London, UK.

Xiao, S & Nicholson, M. (2004), 'Faking It! Consumer Behaviour towards Counterfeit Goods in China'. 2nd International Conference on Business, Economics, Management and Marketing, Athens, Greece.

## TEACHING EXPERIENCE

- Applied Marketing Science – MA in Marketing
- Buyer Behaviour and Marketing Communications – MSC in Marketing/Management
- Marketing Psychology – Global MBA
- Practising Business Research – DBA
- Practising Social Marketing – EMA in Marketing
- Quantitative Research Methods – DBA, MBA
- Relevance and Rigour in Business Research – DBA
- Strategic Marketing – MBA
- Social Media Strategy – Global MBA

## ADMINISTRATIVE ROLES

- Director, Doctorate of Business Administration (China)
- Misc postgraduate module leaderships
- Academic advisor